

**THE ROLE OF AGRITOURISM EXPERIENCE IN SATISFACTION AND
REVISIT INTENTION: THE CASE OF CENTRAL LUZON STATE
UNIVERSITY AS AN AGRI-EDUTOURISM SITE**

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ACCEPTANCE SHEET

This undergraduate thesis entitled **“THE ROLE OF AGRITOURISM EXPERIENCE IN SATISFACTION AND REVISIT INTENTION: THE CASE OF CENTRAL LUZON STATE UNIVERSITY AS AN AGRI-EDUTOURISM SITE”** prepared and submitted by **JUVILYN D.V. DANDAN, KRISTAL GAYLE T. MERCADO, AND APNELO CRISPAUL L. VILLANUEVA** in partial fulfillment of the requirements for the degree of **TOURISM MANAGEMENT** is hereby accepted:


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TABLE OF CONTENTS

	PAGE
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
ABSTRACT	x
INTRODUCTION	
Statement of the Problem	3
Objectives of the Study	4
Theoretical Framework	5
Conceptual Framework	7
Significance of the Study	7
Scope and Limitation	8
Operational Definition of Terms	9
REVIEW RELATED LITERATURE AND STUDIES	
Agritourism	12
Experience and Satisfaction	13
Satisfaction and Revisit Intention	15
Agritourism Activities and Visitors' Behaviors	17
METHODOLOGY	
Research Design	19
Sampling Procedure	19
Research Instrument	20

Data Gathering Procedures	21
Data Analysis	22
Ethical Consideration	23
Cronbach's Alpha Result of Reliability Test	25
Interpretation	25
PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA	
Result and Discussion	26
SUMMARY, CONCLUSION, AND RECOMMENDATION	
Summary of Findings	37
Conclusion	38
Recommendation	40
LITERATURE CITED	42

LIST OF TABLES

TABLE		PAGE
1	Cronbach Alpha Result of Reliability Test	25
2	Interpretation	25
3	Sex Distribution of Respondents	26
4	Age of Respondents	27
5	Marital Status of Respondents	27
6	Highest Educational Attainment of Respondents	27
7	Distribution of Respondents as per Occupation	28
8	Distribution of Respondents as per Type of Visitors	28
9	Frequency and Percentage of Tourist's Agreement to Tourism Experiences Based on Emotional Experiences	29
10	Frequency and Percentage of Tourist's Agreement to Tourism Experiences Based on Learning Experiences	30
11	Frequency and Percentage of Tourist's Agreement to Tourism Experiences Based on Practical Experiences	31
12	Frequency and Percentage of Tourist's Agreement to Tourism Experiences based on Transformative Experiences	32
13	Frequency and Percentage of Tourist's' Level of Satisfaction in Visit in Terms of Services	33
14	Frequency and Percentage of Tourist Level of Satisfaction in Visit in Terms of Facilities	34
15	Frequency and Percentage of Tourists' Level of Satisfaction in Visit in Terms of Amenities	35
16	Frequency and Percentage of Tourist Revisiting Intentions	36

LIST OF FIGURES

FIGURE		PAGE
1	SOR Theory	5
2	Conceptual Framework	7

LIST OF APPENDICES

APPENDIX		PAGE
I	Informed / Consent Form	46
II	Latent Constructs/Items	49
III	ERC Approval	50
IV	Statistician Certificate	51
V	English Certificate	52
VI	Plagiarism Scan Result	53
VII	Letter of Permission	54
VIII	Letter for Respondents	55

ABSTRACT

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This study investigated the relationship between of the four elements of experience which is emotional, learning, practical, and transformative experiences in the satisfaction of tourists which will ensure revisit intention. A descriptive research design approach was used with the online survey as the primary tool for data gathering. In addition, this study used a convenience sampling technique to gather 148 responses from the data or information on all the visitors that will be provided by the CLSU strategic communication with institutional emails who visited CLSU from April to August 2022. Findings revealed that experience tourists based on emotion ware agreed that they enjoyed their stay in CLSU, visiting CLSU's agritourism sites stimulated their curiosity and interest in learning new things, and they had the chance to apply what was taught to enhance their practical experiences lastly, they said that they become more passionate about farming. Results also revealed the satisfaction of the visitors in terms of service, facilities, and amenities they are getting when they are visiting the destinations with good prices of food and beverages, with

the CLSU's quality of accommodation facilities and quality of food and beverage facilities and also the amenities with the availability of water and electricity in CLSU's agritourism sites that may affect the satisfaction of tourist. The study also found that tourist experiences in the agritourism sites at CLSU can satisfy tourist and it had a chance that the tourist will encourage others to visit and they will revisit CLSU's destination rather than any other tourist destination. Findings revealed that they enjoyed their stay in CLSU, it stimulated their curiosity in learning new things, they had the chance to apply what was thought, and lastly, they became more passionate about farming. Findings also revealed that tourists were satisfied with amenities, facilities, and services. However, there's much to improve the attitude and knowledge of the staff, availability, and quality of public toilets as well.

Based on the result of these studies, tourists have a positive intention to revisit and recommend CLSU as Edu-agritourism.

Keywords: CLSU's Agritourism sites: Tourist Experience; Satisfaction; Revisit Intention

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